

**From:** [Travel & Tourism Marketing Association](#)  
**To:** [Kent Smith](#)  
**Subject:** TTMA Newsletter - Summer 2015  
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## Summer 2015 Newsletter A Word From our President

Dear TTMA Members and Friends,

Welcome Summer! Los Angeles' peak visitor season is upon us, and it is looking very promising. Some spring forecasters predicted a possible decline in 2015 summer tourism for the U.S., due to a weak Euro prompting most Europeans to stay close to home while attracting many Americans to venture

'across the pond' for their holidays. The Chinese visitor market remains robust however, offsetting most, if not all, potential revenue losses to our hospitality providers.

To stay up-to-date with the latest news on visitor trends and opportunities, I encourage you to attend our monthly TTMA member lunches to gain insights and strategies to keep your business on the winning side of the equation.

I also encourage you to mark your calendars and plan to attend [LA Tourism's 3rd annual Market Outlook Forum](#) on Thursday, August 20, 2015 from 1pm-5:30pm at the JW Marriott at LA LIVE.



Together, these events will provide you the knowledge and tools for your company to thrive - and at a fraction of the cost of tourism marketing consultants and research providers.

TTMA-member programming suggestions for our monthly professional development luncheons are always welcome. If you have topics you'd like us to explore, please contact [susan@ttma.org](mailto:susan@ttma.org).

In the meantime, the TTMA Board of Directors wishes you a relaxing, rewarding and profitable summer!

Warmly,

Michael McDowell

2015 President  
Travel & Tourism Marketing Association

## Coming Up: August TTMA Luncheon Wednesday, August 5, 2015 - 11:30am-1:30pm

Our August luncheon will be held at **The Garland** hotel which has recently been beautifully renovated. Please join us to hear **Barbara Newton**, recently appointed **President and CEO of Cal Travel**, speak on a variety of topics including Cal Travel's focus on Advocacy, Collaboration and Education; the difference between Cal Travel and Visit California; how Cal Travel membership directly benefits its members; and discussion of pending legislation affecting the travel industry in California. [Click here](#) to attend this event - we hope to see you there!





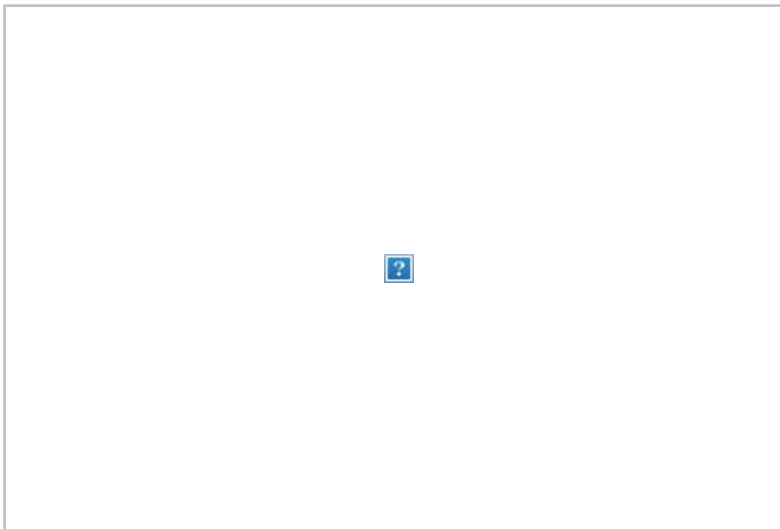
***TTMA's Annual 2015 (AKM) Anastasia K. Mann  
Leadership & TTMA Landmark Awards  
Luncheon***

***Wednesday, October 14, 2015 - 11:30am-  
2:30pm***

***Le Meridien Delfina Santa Monica***

We are pleased to announce that our 2015 AKM Leadership Award recipient is **Misti Kerns, President and CEO of Santa Monica Travel and Tourism**, and our 2015 TTMA Landmark Award recipient is the **Los Angeles County Museum of Art**. Please join us in Santa Monica on Wednesday, October 14 to celebrate and show your support for our esteemed honorees! More details coming your way soon.

## **Recent TTMA Member and Industry Events**



TTMA was well represented at the recent California Travel Summit held in Monterey in June. Seven TTMA Board members were in attendance (from left): Karen Lippe-Farrell, Sarah McCann, Elizabeth King, Susan Smith, Lisa Pisaturo, Jerri Harris, & Beverly Sparks. Not exactly sure who else is with them in this photo,

though....ladies??



Our July TTMA luncheon was held aboard the legendary Queen Mary in Long Beach. Panelists Dan Lipton, Publisher of TravelHost Magazine, Susan Wong, President of The

Wide World of Susan Wong, and Dave Socha, Vice President at Personalized Services, offered insider tips and recommendations on how to work with cruise lines, ground operators and travel agents to reach cruise passengers in and out of Los Angeles.

## Welcome TTMA's Newest Members!

### PKF Consulting USA - Hotel Consulting Services

[PKF Consulting USA](#) (PKFC) is active throughout the marketplace, performing financial and market studies and valuations involving hotels, resorts, golf courses, and a variety of mixed-use developments and other hospitality-oriented land uses.



### Spearmint Rhino Consulting Worldwide Inc.

[Spearmint Rhino Consulting Worldwide Inc.](#) operates a chain of gentlemen's clubs in the United States, the United Kingdom, and Australia. Spearmint Rhino was founded in 1989 and is based in Norco, California.



### The Queen Mary

[The Queen Mary](#) is a floating hotel aboard an iconic 1936 ocean liner is moored at Long Beach. Amenities include a renowned restaurant/lounge, ghost hunt tours, a British chowder house/pub, a day spa, a tearoom on the sundeck and a 1930s-style bar with original artwork.



### WHERE Magazine (Los Angeles)

[WHERE Magazine](#) is a monthly, portable, guidebook-style magazine available at the concierge desk and in-room at medium to high-end hotels and select businesses. Where Magazine's useful articles, timely sidebars and comprehensive listings provide the most complete

guide to the city's top restaurants, shops, shows, attractions, exhibits and tours.



### LA City Tours

[LA City Tours](#)' mission is to provide each visitor with an enriching sightseeing experience that is worthy of our great City of Los Angeles. LA City Tours has been offering guided tours of Los Angeles, Hollywood, Santa Monica and more since 1981.

## Career Opportunities

[Bowers Museum Career Opportunities, Santa Ana](#)

[Visitor Services Associate, The Broad](#)

[Los Angeles Tourism & Convention Board Careers](#)



Do you know of a career opportunity in the travel and tourism industry?  
If so, please share it with TTMA, and we will post it on [our website](#).

Please email the job title, location and website link with additional information to [Elizabeth King](#).

## Stay connected!



Members are invited to email news, special events, product launches, company promotions, etc. to [Elizabeth King](#) or [Susan McCloskey](#) for inclusion in this newsletter and/or for posting on the TTMA Facebook page. If you have any questions or concerns pertaining to the [TTMA website](#), you are also welcome to contact Elizabeth.



[Click here to follow TTMA on Facebook.](#)

## Join Today

Interested in becoming a TTMA member? [Click here](#) to download a membership application. TTMA is a Southern California-wide network of tourism professionals. Our membership stretches from Santa Barbara to San Diego, and east to the Grand Canyon. We encourage you to become a member now, and start building relationships and friendships with peers from the travel industry in a relaxed and informative social setting.



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